

# COLUSA COUNTY ECONOMIC FORECAST

Colusa County is located northwest of the Sacramento Valley. The dominant industry in the county is agriculture. Rice and almonds are the major crops, accounting for approximately 60 percent of total agricultural output. Colusa County has a population of 21,600 people and a total of 8,500 wage and salary jobs. The per capita income is \$50,477 and the average salary per worker is \$47,673.

In 2014, a total of 150 wage and salary jobs were gained in Colusa County, representing a growth rate of 1.8 percent. Non-farm employment increased by 3.4 percent, while farm employment declined by 2.1 percent. The unemployment rate improved substantially, falling from 19.1 percent in 2013 to 17.5 percent in 2014. However, despite this improvement, Colusa County has one of the highest unemployment rates in the state.

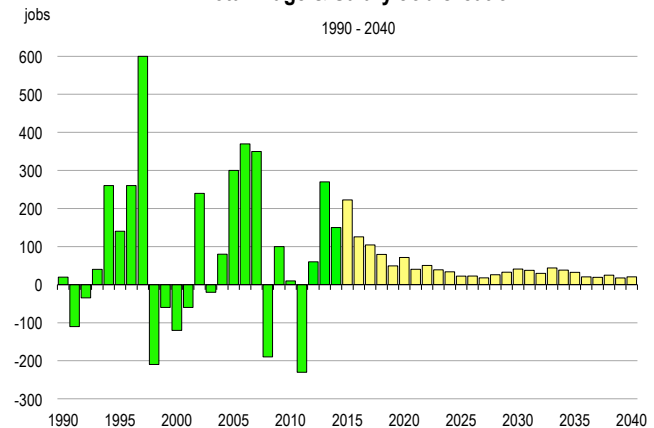
During 2014, results were mixed across the major employment sectors. The largest increases were observed in manufacturing (+240 jobs), transportation and utilities (+50 jobs), and education and healthcare (+30 jobs). The largest decreases occurred in wholesale and retail trade (-130 jobs) and agriculture (-50 jobs).

Between 2009 and 2014, the population of Colusa County grew at an annual average rate of 0.3 percent. Beginning in 2007, net migration turned negative in Colusa County, and has remained negative in most subsequent years. Over the forecast period, net migration will generally be positive, contributing to higher rates of population growth.

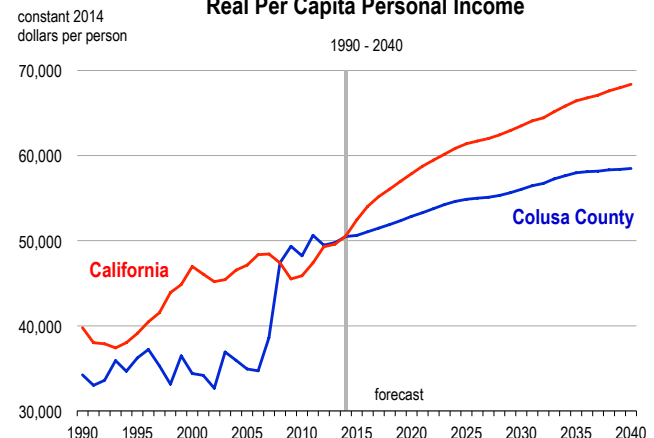
## FORECAST HIGHLIGHTS

- Total wage and salary job growth is projected to be 2.6 percent in 2015. From 2015 to 2020, total employment growth will average 1.0 percent per year.
- Average salaries are currently below the California state average, and will remain so over the forecast period. In Colusa County, inflation-adjusted salaries are expected to rise by an average of 1.6 percent per year from 2015 to 2020.
- Between 2015 and 2020, the largest employment gains will be observed in government, education and healthcare, wholesale and retail trade, and manufacturing. Combined, these sectors will account for 82 percent of net job creation in the county.
- The population in the county will continue to expand, with growth accelerating over the next five years. Annual growth in the 2015-2020 period will average 0.9 percent.
- Between 2015 and 2020, an average of 10 net migrants will enter the county each year.
- Real per capita income is forecasted to increase by 1.5 percent in 2014. Between 2014 and 2019, real per capita income is expected to increase by 0.9 percent per year.
- Between 2015 and 2020, total taxable sales, adjusted for inflation, are forecasted to rise at an average annual rate of 0.9 percent.
- Industrial production will rise by an average of 2.8 percent per year from 2015 to 2020. Over the same period, total crop production will increase by 1.3 percent per year. The principal crops in the county are rice and almonds.

**Total Wage & Salary Job Creation**



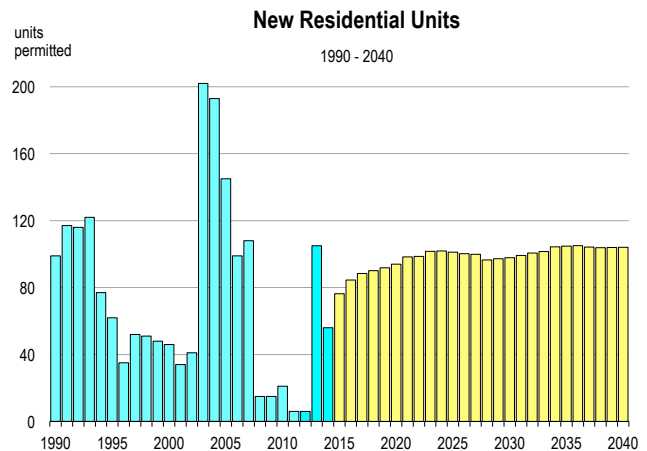
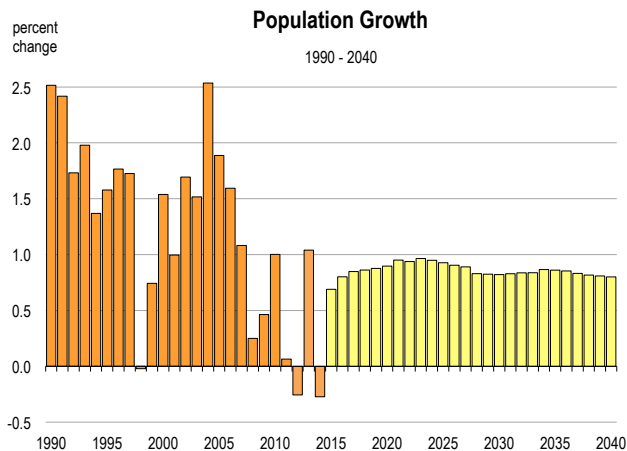
**Real Per Capita Personal Income**



# Colusa County Economic Forecast

## 2006-2014 History, 2015-2040 Forecast

|      | Population<br>(people) | Net<br>Migration<br>(people) | Registered<br>Vehicles<br>(thousands) | Households<br>(thousands) | New Homes<br>Permitted<br>(homes) | Total Taxable<br>Sales<br>(millions) | Personal<br>Income<br>(billions) | Real Per<br>Capita Income<br>(dollars) | Inflation Rate<br>(% change<br>in CPI) | Real Farm<br>Crop Value<br>(millions) | Real Industrial<br>Production<br>(millions) | Unemploy-<br>ment Rate<br>(percent) |
|------|------------------------|------------------------------|---------------------------------------|---------------------------|-----------------------------------|--------------------------------------|----------------------------------|--|--|---------------------------------------|---|-------------------------------------|
| 2006 | 20,893                 | 84                           | 26.3                                  | 6.8                       | 99                                | \$292                                | \$0.60                           | \$34,722                               | 3.2                                    | 509.7                                 | 190.8                                       | 12.5                                |
| 2007 | 21,119                 | -39                          | 26.9                                  | 6.9                       | 108                               | \$296                                | \$0.70                           | \$38,599                               | 3.4                                    | 564.8                                 | 230.1                                       | 11.9                                |
| 2008 | 21,172                 | -192                         | 27.3                                  | 7.0                       | 15                                | \$329                                | \$0.89                           | \$47,403                               | 2.9                                    | 750.4                                 | 243.5                                       | 13.8                                |
| 2009 | 21,270                 | -145                         | 27.6                                  | 7.0                       | 15                                | \$541                                | \$0.93                           | \$49,332                               | 0.8                                    | 672.5                                 | 220.7                                       | 18.0                                |
| 2010 | 21,483                 | 21                           | 27.8                                  | 7.1                       | 21                                | \$343                                | \$0.93                           | \$48,227                               | 1.3                                    | 710.2                                 | 196.1                                       | 20.8                                |
| 2011 | 21,497                 | -147                         | 27.3                                  | 7.1                       | 6                                 | \$380                                | \$1.01                           | \$50,616                               | 2.7                                    | 710.1                                 | 213.9                                       | 21.4                                |
| 2012 | 21,442                 | -210                         | 27.2                                  | 7.1                       | 6                                 | \$337                                | \$1.01                           | \$49,468                               | 2.7                                    | 748.3                                 | 247.5                                       | 20.9                                |
| 2013 | 21,665                 | 32                           | 27.9                                  | 7.1                       | 105                               | \$372                                | \$1.05                           | \$49,782                               | 2.3                                    | 946.3                                 | 273.3                                       | 19.1                                |
| 2014 | 21,606                 | -223                         | 28.5                                  | 7.2                       | 56                                | \$387                                | \$1.09                           | \$50,477                               | 2.8                                    | 938.5                                 | 343.1                                       | 17.5                                |
| 2015 | 21,755                 | -17                          | 29.2                                  | 7.2                       | 76                                | \$391                                | \$1.11                           | \$50,620                               | 1.2                                    | 963.8                                 | 359.5                                       | 14.9                                |
| 2016 | 21,929                 | 5                            | 29.5                                  | 7.3                       | 85                                | \$408                                | \$1.17                           | \$51,051                               | 3.2                                    | 981.6                                 | 369.4                                       | 12.4                                |
| 2017 | 22,115                 | 11                           | 29.9                                  | 7.4                       | 88                                | \$425                                | \$1.23                           | \$51,485                               | 3.2                                    | 997.1                                 | 377.3                                       | 10.9                                |
| 2018 | 22,306                 | 10                           | 30.1                                  | 7.4                       | 90                                | \$442                                | \$1.29                           | \$51,906                               | 3.0                                    | 1003.8                                | 386.6                                       | 9.9                                 |
| 2019 | 22,501                 | 10                           | 30.3                                  | 7.5                       | 92                                | \$459                                | \$1.35                           | \$52,351                               | 2.8                                    | 1012.8                                | 398.9                                       | 9.2                                 |
| 2020 | 22,703                 | 13                           | 30.5                                  | 7.6                       | 94                                | \$476                                | \$1.41                           | \$52,851                               | 2.9                                    | 1025.7                                | 413.5                                       | 8.8                                 |
| 2021 | 22,919                 | 26                           | 30.6                                  | 7.7                       | 98                                | \$493                                | \$1.48                           | \$53,297                               | 3.0                                    | 1019.8                                | 425.1                                       | 8.7                                 |
| 2022 | 23,134                 | 26                           | 30.8                                  | 7.8                       | 99                                | \$511                                | \$1.55                           | \$53,781                               | 3.1                                    | 1025.7                                | 440.3                                       | 8.5                                 |
| 2023 | 23,357                 | 33                           | 30.9                                  | 7.9                       | 102                               | \$527                                | \$1.62                           | \$54,236                               | 2.7                                    | 1023.7                                | 454.7                                       | 8.4                                 |
| 2024 | 23,579                 | 31                           | 31.0                                  | 8.0                       | 102                               | \$543                                | \$1.69                           | \$54,617                               | 2.6                                    | 1025.4                                | 469.8                                       | 8.3                                 |
| 2025 | 23,798                 | 27                           | 31.0                                  | 8.1                       | 101                               | \$560                                | \$1.76                           | \$54,869                               | 2.8                                    | 1025.2                                | 482.0                                       | 8.2                                 |
| 2026 | 24,013                 | 23                           | 31.1                                  | 8.2                       | 100                               | \$577                                | \$1.84                           | \$55,005                               | 2.8                                    | 1025.7                                | 496.3                                       | 8.2                                 |
| 2027 | 24,227                 | 21                           | 31.2                                  | 8.2                       | 100                               | \$596                                | \$1.91                           | \$55,098                               | 2.8                                    | 1025.9                                | 510.1                                       | 8.2                                 |
| 2028 | 24,428                 | 9                            | 31.2                                  | 8.3                       | 96                                | \$616                                | \$1.98                           | \$55,314                               | 2.7                                    | 1026.2                                | 526.0                                       | 8.1                                 |
| 2029 | 24,629                 | 10                           | 31.3                                  | 8.4                       | 97                                | \$635                                | \$2.06                           | \$55,644                               | 2.5                                    | 1026.4                                | 542.6                                       | 8.1                                 |
| 2030 | 24,831                 | 10                           | 31.5                                  | 8.5                       | 98                                | \$656                                | \$2.14                           | \$56,041                               | 2.4                                    | 1026.7                                | 559.9                                       | 8.1                                 |
| 2031 | 25,037                 | 11                           | 31.6                                  | 8.6                       | 99                                | \$679                                | \$2.23                           | \$56,469                               | 2.3                                    | 1027.0                                | 577.9                                       | 8.0                                 |
| 2032 | 25,247                 | 10                           | 31.7                                  | 8.7                       | 101                               | \$703                                | \$2.31                           | \$56,735                               | 2.5                                    | 1027.1                                | 596.4                                       | 8.0                                 |
| 2033 | 25,458                 | 8                            | 31.8                                  | 8.8                       | 102                               | \$727                                | \$2.40                           | \$57,246                               | 2.1                                    | 1027.2                                | 615.3                                       | 8.0                                 |
| 2034 | 25,679                 | 15                           | 31.9                                  | 8.9                       | 104                               | \$752                                | \$2.49                           | \$57,643                               | 2.3                                    | 1027.5                                | 634.9                                       | 7.9                                 |
| 2035 | 25,900                 | 13                           | 32.0                                  | 9.0                       | 105                               | \$777                                | \$2.59                           | \$57,988                               | 2.4                                    | 1027.7                                | 655.1                                       | 7.9                                 |
| 2036 | 26,121                 | 11                           | 32.1                                  | 9.1                       | 105                               | \$803                                | \$2.69                           | \$58,110                               | 2.8                                    | 1027.8                                | 675.7                                       | 7.9                                 |
| 2037 | 26,338                 | 7                            | 32.1                                  | 9.2                       | 104                               | \$829                                | \$2.79                           | \$58,175                               | 2.8                                    | 1028.1                                | 696.9                                       | 7.9                                 |
| 2038 | 26,553                 | 5                            | 32.2                                  | 9.3                       | 104                               | \$856                                | \$2.90                           | \$58,338                               | 2.7                                    | 1028.1                                | 718.6                                       | 7.8                                 |
| 2039 | 26,768                 | 4                            | 32.3                                  | 9.4                       | 104                               | \$882                                | \$3.01                           | \$58,378                               | 2.8                                    | 1028.5                                | 734.6                                       | 7.8                                 |
| 2040 | 26,982                 | 3                            | 32.3                                  | 9.5                       | 104                               | \$910                                | \$3.12                           | \$58,490                               | 2.8                                    | 1028.6                                | 751.5                                       | 7.8                                 |

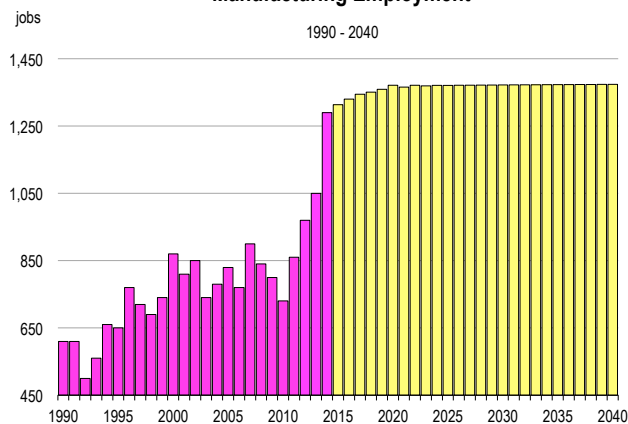


# Colusa County Employment Forecast

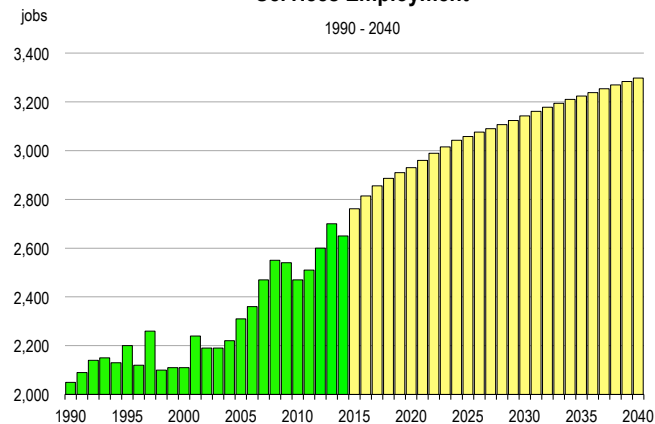
## 2006-2014 History, 2015-2040 Forecast

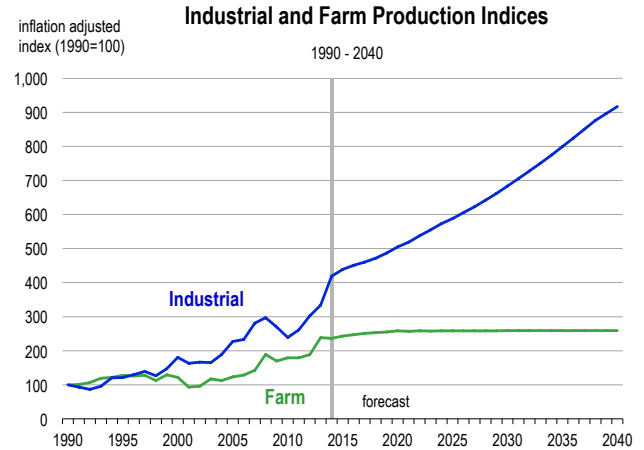
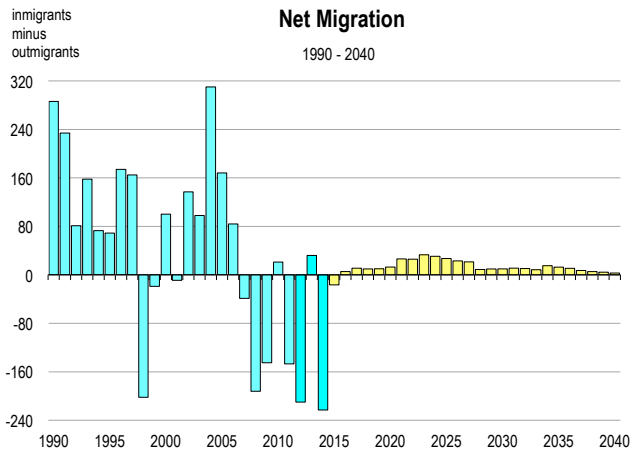
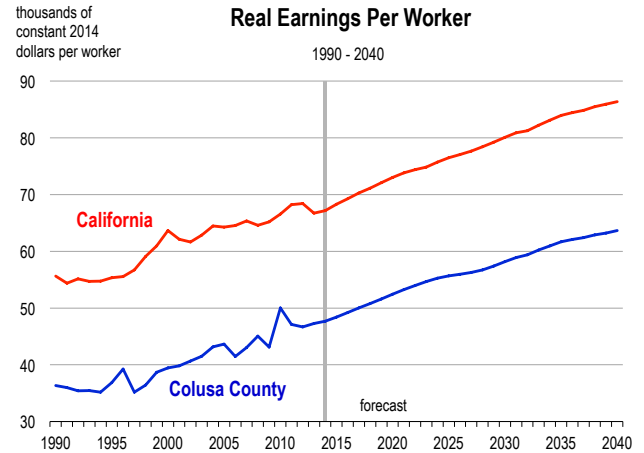
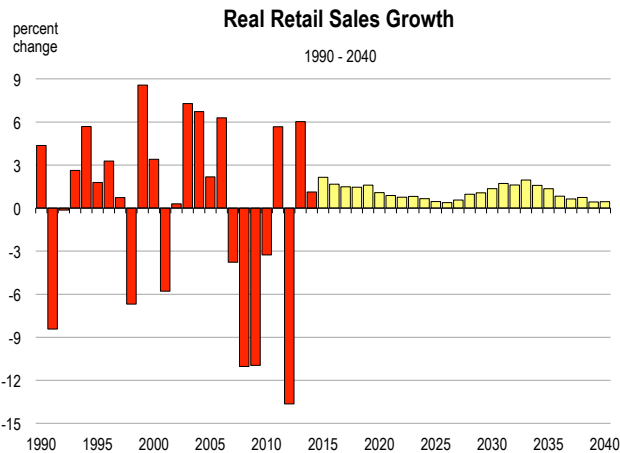
|  | Total Wage<br>& Salary | Farm | Mining &<br>Construction | Manufac-<br>turing | Transportation<br>& Utilities | Wholesale &<br>Retail Trade | Financial<br>Activities | Health &<br>Education | Leisure | Government |
|--|------------------------|------|--------------------------|--------------------|-------------------------------|-----------------------------|-------------------------|-----------------------|---------|------------|
| -----employment (thousands of jobs)----- |                        |      |                          |                    |                               |                             |                         |                       |         |            |
| 2006                                     | 7.99                   | 2.53 | 0.10                     | 0.77               | 0.22                          | 0.88                        | 0.13                    | 0.47                  | 0.66    | 2.23       |
| 2007                                     | 8.34                   | 2.54 | 0.14                     | 0.90               | 0.26                          | 0.89                        | 0.19                    | 0.47                  | 0.66    | 2.29       |
| 2008                                     | 8.15                   | 2.39 | 0.12                     | 0.84               | 0.26                          | 0.96                        | 0.20                    | 0.49                  | 0.64    | 2.25       |
| 2009                                     | 8.25                   | 2.31 | 0.48                     | 0.80               | 0.20                          | 1.07                        | 0.17                    | 0.48                  | 0.62    | 2.12       |
| 2010                                     | 8.26                   | 2.42 | 0.56                     | 0.73               | 0.19                          | 1.03                        | 0.18                    | 0.47                  | 0.60    | 2.08       |
| 2011                                     | 8.03                   | 2.48 | 0.12                     | 0.86               | 0.18                          | 1.12                        | 0.17                    | 0.46                  | 0.58    | 2.06       |
| 2012                                     | 8.09                   | 2.28 | 0.15                     | 0.97               | 0.16                          | 1.21                        | 0.17                    | 0.45                  | 0.61    | 2.09       |
| 2013                                     | 8.36                   | 2.40 | 0.09                     | 1.05               | 0.22                          | 1.24                        | 0.16                    | 0.47                  | 0.61    | 2.12       |
| 2014                                     | 8.51                   | 2.35 | 0.08                     | 1.29               | 0.27                          | 1.11                        | 0.15                    | 0.50                  | 0.62    | 2.14       |
| 2015                                     | 8.73                   | 2.34 | 0.11                     | 1.31               | 0.28                          | 1.20                        | 0.16                    | 0.51                  | 0.62    | 2.21       |
| 2016                                     | 8.86                   | 2.34 | 0.11                     | 1.33               | 0.29                          | 1.21                        | 0.17                    | 0.53                  | 0.62    | 2.26       |
| 2017                                     | 8.96                   | 2.35 | 0.11                     | 1.34               | 0.29                          | 1.23                        | 0.18                    | 0.54                  | 0.62    | 2.30       |
| 2018                                     | 9.04                   | 2.35 | 0.11                     | 1.35               | 0.29                          | 1.23                        | 0.19                    | 0.55                  | 0.62    | 2.34       |
| 2019                                     | 9.09                   | 2.36 | 0.11                     | 1.36               | 0.29                          | 1.24                        | 0.19                    | 0.57                  | 0.62    | 2.35       |
| 2020                                     | 9.16                   | 2.36 | 0.11                     | 1.37               | 0.30                          | 1.24                        | 0.19                    | 0.58                  | 0.62    | 2.38       |
| 2021                                     | 9.20                   | 2.37 | 0.11                     | 1.37               | 0.31                          | 1.25                        | 0.19                    | 0.60                  | 0.62    | 2.40       |
| 2022                                     | 9.25                   | 2.37 | 0.11                     | 1.37               | 0.32                          | 1.25                        | 0.19                    | 0.61                  | 0.62    | 2.41       |
| 2023                                     | 9.29                   | 2.37 | 0.11                     | 1.37               | 0.33                          | 1.25                        | 0.19                    | 0.62                  | 0.62    | 2.42       |
| 2024                                     | 9.33                   | 2.38 | 0.11                     | 1.37               | 0.34                          | 1.26                        | 0.19                    | 0.63                  | 0.62    | 2.42       |
| 2025                                     | 9.35                   | 2.38 | 0.11                     | 1.37               | 0.34                          | 1.26                        | 0.19                    | 0.64                  | 0.62    | 2.43       |
| 2026                                     | 9.37                   | 2.38 | 0.11                     | 1.37               | 0.35                          | 1.26                        | 0.19                    | 0.65                  | 0.62    | 2.43       |
| 2027                                     | 9.39                   | 2.38 | 0.11                     | 1.37               | 0.35                          | 1.27                        | 0.19                    | 0.66                  | 0.62    | 2.44       |
| 2028                                     | 9.41                   | 2.38 | 0.11                     | 1.37               | 0.35                          | 1.27                        | 0.19                    | 0.68                  | 0.62    | 2.44       |
| 2029                                     | 9.45                   | 2.38 | 0.11                     | 1.37               | 0.35                          | 1.27                        | 0.19                    | 0.69                  | 0.62    | 2.46       |
| 2030                                     | 9.49                   | 2.38 | 0.11                     | 1.37               | 0.35                          | 1.28                        | 0.19                    | 0.70                  | 0.62    | 2.48       |
| 2031                                     | 9.53                   | 2.38 | 0.11                     | 1.37               | 0.35                          | 1.28                        | 0.19                    | 0.71                  | 0.62    | 2.50       |
| 2032                                     | 9.56                   | 2.38 | 0.11                     | 1.37               | 0.36                          | 1.29                        | 0.19                    | 0.72                  | 0.62    | 2.51       |
| 2033                                     | 9.60                   | 2.38 | 0.11                     | 1.37               | 0.36                          | 1.29                        | 0.19                    | 0.73                  | 0.62    | 2.54       |
| 2034                                     | 9.64                   | 2.38 | 0.11                     | 1.37               | 0.36                          | 1.29                        | 0.19                    | 0.74                  | 0.62    | 2.56       |
| 2035                                     | 9.67                   | 2.38 | 0.11                     | 1.37               | 0.36                          | 1.30                        | 0.19                    | 0.75                  | 0.62    | 2.58       |
| 2036                                     | 9.69                   | 2.38 | 0.11                     | 1.37               | 0.36                          | 1.30                        | 0.19                    | 0.76                  | 0.62    | 2.58       |
| 2037                                     | 9.71                   | 2.38 | 0.11                     | 1.37               | 0.36                          | 1.30                        | 0.19                    | 0.77                  | 0.62    | 2.59       |
| 2038                                     | 9.73                   | 2.38 | 0.11                     | 1.37               | 0.36                          | 1.31                        | 0.19                    | 0.79                  | 0.62    | 2.60       |
| 2039                                     | 9.75                   | 2.38 | 0.11                     | 1.37               | 0.36                          | 1.31                        | 0.19                    | 0.80                  | 0.62    | 2.60       |
| 2040                                     | 9.77                   | 2.38 | 0.11                     | 1.37               | 0.36                          | 1.31                        | 0.19                    | 0.81                  | 0.62    | 2.60       |

**Manufacturing Employment**



**Services Employment**





## County Economic and Demographic Indicators

### Projected Economic Growth (2015-2020)

|                                  |                      |
|----------------------------------|----------------------|
| Expected retail sales growth:    | 7.5%                 |
| Expected job growth:             | 4.9%                 |
| Fastest growing jobs sector:     | Financial Activities |
| Expected personal income growth: | 9.0%                 |

|  |      |
|--|------|
| Expected population growth:            | 4.4% |
| Net migration to account for:          | 5.2% |
| Expected growth in number of vehicles: | 4.5% |

### Demographics (2015)

|   |       |
|---|-------|
| Unemployment rate (March 2015):           | 20.5% |
| County rank* in California (58 counties): | 58th  |
| Working age (16-64) population:           | 61.5% |

|  |         |
|--|---------|
| Population with B.A. degree or higher: | 13.0%   |
| Median home selling price (2014):      | 187,000 |
| Median household income:               | 51,857  |

### Quality of Life

|   |                         |
|---|-------------------------|
| Violent crime rate (2013):                | 180 per 100,000 persons |
| County rank* in California (58 counties): | 3rd                     |
| Average commute time to work (2015):      | 24.2 minutes            |

|  |       |
|--|-------|
| High School drop out rate (2014):        | 13.4% |
| Households at/below poverty line (2015): | 12.0% |

\* The county ranked 1st corresponds to the lowest rate in California